

WSDOT Role in Demand Management

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Presentation Objectives

In what roles has WSDOT been effective:
two case studies

- Vanpool Investment Program
- CTR redesign

- Generalized conclusions
- A couple key points

WSDOT goals

- Reduce demand-capacity imbalance
- Demonstrate program effectiveness
- Accountability

Vanpool Investment Program

- Demonstrated efficiency opportunities
- Organizational structure in place
- Typical public transportation provider challenges
 - Board policies
 - Limited regional perspective

Leadership

- Established framework and goals
- Brought together organizations with shared interests
- Facilitate multi-organizational projects
- Facilitated legislative process

Planning

- Clarified the opportunities and challenges
- VIP 10-year plan
- State and regional transportation plans

Funding

- Research/planning support
- Expansion vehicles and incentives
- Local matching funds

Accountability

- Monthly measurement and reporting
 - Communication of results
 - Program evaluation focus
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- Develop measurements and integrate into WSDOT publications

Vanpooling: What are the roles?

- Leadership
- Funding
- Measurement and reporting
“Accountability”

Commute Trip Reduction: Redesign

- Goal: take a program that works and make it better
 - Efficiency
 - Targeted
 - Credibility

Leadership

- Provide the forum and the context: the goal(s)
- Establish the urgency
- Include partners in the redesign
- Facilitate the process
- Tie together diverse state issues
- Create the legislative structure

Planning

- Integrate CTR into broader processes and projects
- Tie CTR to local and regional objectives
- Standardize basic implementation parameters

Funding

- Fund the process
- Increase state leveraged investment
- Identify (and institutionalize??) other leveraging opportunities

Accountability

- Ensure data is available
- Project and then measure impacts
- Focus on reportable results

Generalized Conclusions

- Leadership
- Planning
- Funding
- Measurement and reporting
“Accountability”

Key Points

- Establish goals
- Measure progress
- Be the advocate
- Capitalize on the relationship between diverse objectives

Questions? Comments!